

## **Study on Service Quality in the Hotel Industry in Kanchipuram**

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### **INTRODUCTION**

Hotel industry plays an important role in promote growth and development. Tourism embraces nearly all aspects of our society. In this modern world most of business sector classified as travel and tourism as meeting planner and other service providers including accommodation, transportation, attraction and entertainment. The hotel industry is subdivision of the hospitality industry that specializes in providing customers with lodging services. There are a variety of hotel types that typically can be categorized by size, function, service, and cost. Levels of service can usually be split into three options: limited-service, mid-range service, and full-service. However, some consumers may be more familiar with the star rating system, with one being the lowest rating and five being the highest. When it comes to function some of the categories include business, casino, spa, extended stay, bed & breakfast, and more. In recent years, more and more people across the globe have begun to see travel as an integral part of life. Both leisure travel spending and business travel spending have seen year-over-year growth over the past five years. However, the researcher, in this study, is focusing on how the service provided by the front office staff.

### **HOTEL INDUSTRY IN INDIA**

India is an attractive destination for tourists because of its rich heritage, which includes the famous Taj Mahal, various temples and caves and many other famous monuments. Also there are a lot of businessmen and officials who visit India for business purposes because of the trade relations that our country has with the world. And thus it requires not only a good number of hotels but also good quality hotels to accommodate these travelers. All these hotels vary in the kind and extent of services they provide like accommodation, food and beverage services, entertainment, recreation, communication, transportation, room service, laundry service, conference and meeting arrangements, first aid, etc.

### **SERVICE QUALITY IN HOTEL**

Service quality can be defined as a function of the differences between expectation and performance along the quality dimensions. Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace, and therefore service quality can give the hospitality industry a

great chance to create competitive differentiation for organizations.

## **SERVICE QUALITY MODEL**

The SERVQUAL model is the most popular model to measure the customer satisfaction in almost all industry. The model is based on the customer's evaluation of service quality, which is a comparison of the expected and the obtained value as well as a consideration of gaps in the process of service provision. The foundation of SERVQUAL scale was the gap model. The SERVQUAL model consists of five dimensions, namely: empathy, reliability, assurance, responsiveness and tangibility. It evaluates customer's perceptions of service quality and that based on the gap between customers' expectations and their perceptions.

In conclusion, SERVQUAL instrument is an invaluable tool for organizations to better understand what customers value and how well their current organizations are meeting the needs and expectations of customers. SERVQUAL provides a benchmark based on customer opinions of an excellent company, on your company, on the importance ranking of key attributes, and on a comparison to what your employees believe customers feel.

## **NEED FOR THE STUDY**

This study helps the hotels to identify the service provide to its customer by which the company can further improve its performance in service to get high reputation among the customer.

The need for the study also arises to identify and offer additional services according to the expectations of the customer.

## **SCOPE AND SIGNIFICANCE OF THE STUDY**

The present study empirically investigates the service quality in hotels in kanchipuram. To meet this purpose, data was collected from the customers in hotel. The study took a timeline of 3 months.

This study will be as a practical guideline for the hotel management. The outcome of this study will develop the service quality of the hotel in kanchipuram, in order to meet with the customers needs and their satisfaction. If the result showed the high score, the hotel owner would be happy with the service quality provided to the customer in the hotel. In contrast, if the result showed the low score, the hotel owner would improve the service quality and arrange training program.

## **STATEMENT OF THE PROBLEM**

In the Hotel industry, service quality is the major problem faced by hotel industries today. In this industry, It has been proved numerous research that when organization provide its customer with high level of service quality, it follows that a high level of customer satisfaction would accrue customers,

which the leads to increased loyalty and improved competitiveness of the organization .Hotel business is very quickly developing due to growing demand such services as well as the growing opportunities travel. Hence, it is very essential that hotels in kanchipuram strive to implement strategies to enhance that level of service quality they are able to provide its customers and this would ensure that its customers are satisfied with its services and would become more loyal to the organization, thereby improving its competitiveness within the industry.

## **OBJECTIVES OF THE STUDY**

- ❖ To identify the service quality in hotels in customer vision.
- ❖ To study the customer's perception of service quality.
- ❖ To Evaluate expectations and perceptions of hotel guests.
- ❖ To study the relationship between service quality and customer satisfaction.

## **RESEARCH DESIGN**

Research design specifies the methods and procedure for conducting a particular study. A research design is the arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research. Research design is broadly classified into three types as:

- ❖ Exploratory research design
- ❖ Descriptive research design
- ❖ Casual research design

## **DESCRIPTIVE RESEARCH DESIGN**

Descriptive research is going to use in this study. descriptive includes survey and fact finding by consulting the respondent through questionnaire in a direct interview.

## **SAMPLING TECHNIQUE**

Convenience sampling has been used in this study. It is one of the types of random sampling since the selection of samples is carried out in a random manner. It selects the elements that are or appear to be most readily available at the time of data collection.

## **SOURCES OF DATA**

The study is based mainly on primary data.

### **Primary data**

Primary data has been obtained from the customers of 3 star hotel through questionnaire.

### **Secondary data**

Secondary data has been obtained from published as well as unpublished, literature on the topic

and from books, journals, news papers, research articles,thesis, websites, magazines, etc.

## **SAMPLE SIZE**

The total number of sample size is 120 was used for the purpose of collecting primary data from the customer of 3 star hotel.

## **PERIOD OF THE STUDY**

The study on service quality was conducted during the period of 3 months.

## **HYPOTHESIS**

### **DEMOGRAPHIC FACTOR AND EMPATHY**

**Null hypothesis H0** : there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer

**Alternative hypothesis H1** : there is a significant difference between gender and curiosity of the employees to know the specific needs of the customer.

### **DEMOGRAPHIC FACTOR AND ASSURANCE**

**Null hypothesis H0** : there is no significant difference between length of stay and customer feel safe and secure during their stay.

**Alternative hypothesis H1**: there is significant difference between length of stay and customer feel safe and secure during stay.

## **TOOLS USED FOR ANALYSIS**

### **PERCENTAGE ANALYSIS**

It is common method which helps to determine the relationship between the series  $\text{Percentage} = (\text{No. Of respondent} / \text{total no. Of respondent}) * 100$

## **STATISTICAL TOOL**

The statistical tool used for data analysis is Statistical Package for Social Sciences (SPSS). It is a used to analyse scientific data related to survey or market research. SPSS software mainly designed to handle a large sett of variable data formats. The statistical tool used for the study is ANOVA.

**ANOVA** Analysis of variance used to analyze the difference among means. The one way analysis of variance is used to determine whether there are any statistical significant difference between the means of two

or more independent groups.

### ANOVA

#### DEMOGRAPHIC FACTOR AND EMPATHY

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.565	1	3.565	2.815	.096
Within Groups	149.427	118	1.266		
Total	152.992	119			

**Table no.1.**Table representing the relationship between demographic factor and empathy

### INTERPRETATION

Significance level is 0.096 which is above 0.05 therefore there is no significant difference between gender and curiosity of the employees to know the specific needs of the customer.

#### DEMOGRAPHIC FACTOR AND ASSURANCE

**Null hypothesis H0 :** there is no significant difference between length of stay and customer feel safe and secure during their stay.

**Alternative hypothesis H1:** there is significant difference between length of stay and customer feel safe and secure during stay.

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.026	2	1.013	.723	.487
Within Groups	163.841	117	1.400		
Total	165.867	119			

**Table no 2.** Table representing relationship between demographic factor and assurance.

## INTERPRETATION

Significance level is 0.487 which is above 0.05 therefore there is no significant difference between length of stay and customer feel safe and secure during stay.

## SUGGESTION

Service in main product of this study through the study we may take:

- ❖ All the hotels are not providing very good entertainment services therefore these should be introduced. E.g. indoor games like pool, table tennis, video games etc. and outdoor games like badminton, basketball etc.
- ❖ The hotels must introduce swimming pool and health club.
- ❖ Privilege discount card should be introduced.
- ❖ More variety should be introduced in the food items
- ❖ The staff should be kept aware about the latest developments in and around the hotel so that they have enough knowledge to be able to answer their customer's queries.
- ❖ The staff should be encouraged to serve with a smile and be polite with the customers.

The study helps the hotel industry to focus more on the research progress to increase the service quality and customer satisfaction by considering it as the hotel management objective. Moreover, the results help the hotels to understand the variables which increase the service quality . For further study the larger sample size should be considered to understand the variety of customer's perception and attitudes.

## CONCLUSION

The study concludes the hotel industry of kanyakumari is not performing as per the customers' needs of the service quality . There is a lot more that the customers expect from the hotels. Since kanyakumari is a major tourist spot therefore it must have good quality hotels. To improve their performance, the hotels need to focus more on tangibles.

e.g. they must introduce wi-fi facility which is a necessity today, swimming pool, health club, more entertainment facilities etc. Also they must have well trained, groomed and reliable staff. This will help the hotels to do focus better. The hotels have to ensure that every contact with guests results in positive experience for the guests. This result indicates that service quality confirms its role as an important driver in hotel industry. Therefore service quality should be taken into high consideration in hotels .

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